



Sustainability Process Certification

Mark guidelines



1. Introduction and scope of the document

From the date of certificate issuance, the certified organisation has the right to use the certification mark granted by the certification body (CB). The present document aims to provide guidelines for the use of the Sustainability Process Certification mark in combination with the logo of the CB in the certificate, including some rules for the marketing actions that the certified organisation (the “organisation”) may conduct.

CBs and certified organisations are responsible for using the certification mark according to the rules defined in this document. CB auditors are responsible for ensuring during audits that the certified organisation’s use of the certification mark complies with the specific rules.

2. Ownership of the mark

TIC Council is the owner of the certification mark and reserves the right to update the rules defined in this document. The mark is legally registered by TIC Council as collective trademark, all rights arising from these registrations are reserved for the legal entity that carried out the registration.

TIC Council reserves the right to update this document if changes are necessary or if a change is made to a given program by the scheme owner or by the accreditation rules in consultation with the Management Committee of the Sustainability Process Certification scheme.

3. Control of certification mark

The CB reserves the right to monitor the appropriate use of the mark by the certificate holder during the certification process or during a surveillance, renewal, or unannounced audit. To this end, the certified organisation may send a draft for review to the issuing CB, before publication,

along with a copy of the company documentation (catalogues, advertising tools, or other forms of communication) that will be used to promote the certified products.

The certificate organisation must use the certification mark corresponding to the scope of their certification and in accordance with the rules defined in this document.

In case of doubt about a given use of the mark by the CB or the organisation, it is advised to contact TIC Council to obtain prior approval without using it.

Any non-compliant use of the mark will be classified as non-compliance with immediate corrective action.

4. Communication on certification

The CB:

- May display the certificate prominently in their premises.
- May use the mark in their marketing materials to their clients and their explanation of their services offered.
- Must accompany the mark with its own logo in the certificate.

The certified organisation:

- Must first submit the promotional materials or visuals to the CB for validation.
- May use the mark, accompanied by the CB logo and the certification number, on documents and their website.
- Must, when using the mark, always refer to the specific scope of certification as mentioned on the certificate in any communication or reference to the certification (activity/services and sites).
 - > When the organisation has services and sites that are excluded from the scope of certification, it must communicate this by specifying the scope or service actually covered by the certification.

5. Forbidden actions

The use of the marks and reference to certification is incorrect if done in a way that misleads the recipients of the message, damages the reputation of the CB, and compromises public trust, i.e., when they are not used in accordance with this guideline. In particular, by way of example, the use of the mark and/or reference to certification by the organisation is incorrect when:

- The certification has not been granted;
- The certification has not yet been granted (the applicant CANNOT advertise the ongoing certification application until they have obtained the relevant license to use the mark).
- The certification has been withdrawn or suspended;
- The marks are associated with processes, products, activities, services, or other aspects not covered by the certification.

6. Graphic characters of certification marks

Dimensions:

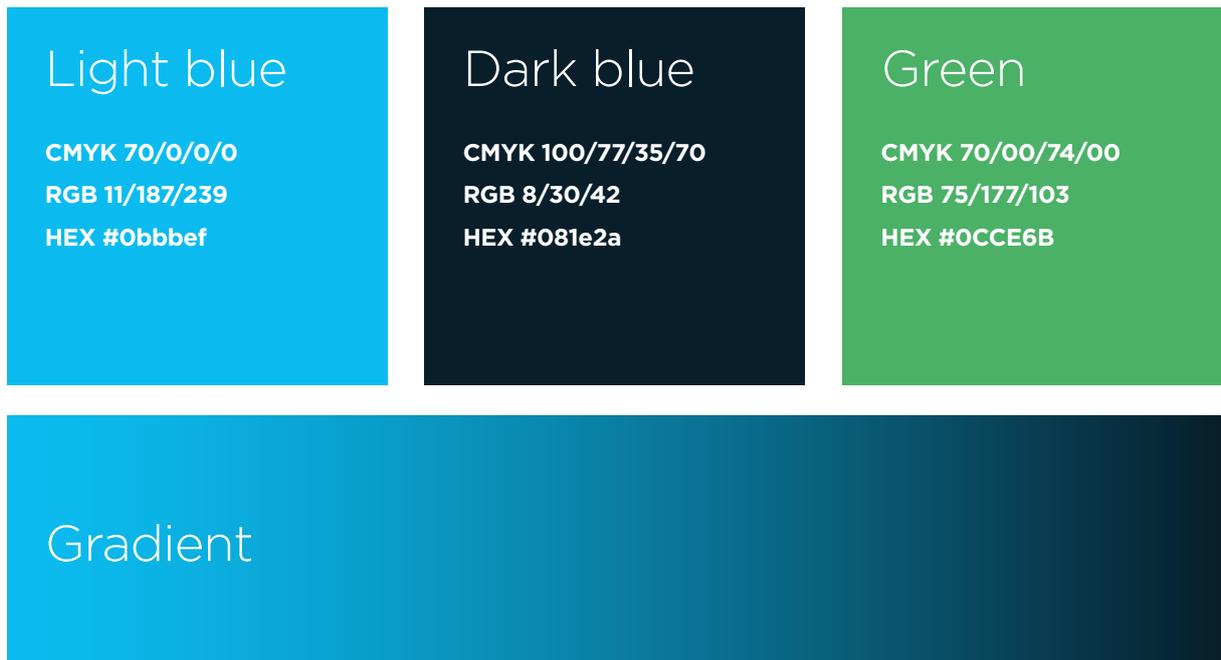
- The mark can be reproduced in the desired size, as long as the dimensions remain perfectly legible.
- The minimum size should not be less than 6 mm (width).
- The proportions between width and height must be maintained.

Colours: The marks can be reproduced:

- In colour (in the colours specified next to each logo)
- In black and white
- In black shades (greys)
- In negative (light on dark background)

The vector graphics can be requested from the CB.

Sustainability Process Certification mark colour:



7. Specific terms and conditions for use of the marks

Since the certification of a process is not a product certification of benefits or performances, the use of the mark must not claim to be such either. The types of use of the mark and, where applicable, the possible statements that must accompany it are described below:

“Product manufactured by (organisation name) whose environmental data management process has been certified by (CB name) following the Sustainability Process Certification”

OR

“Environmental data management process certified by (CB name) following Sustainability Process Certification”

Where the use of the mark is authorised, the reference must be legible to consumers in the format chosen by the organisation, and the name of the certified organisation must be highlighted just as its product, so as not to mislead consumers.



On the certificate	Permitted
On a product or packaging, vehicles, buildings	Prohibited
On website, B2B, signing mail, media	Permitted

8. Summary of the responsibilities for the mark users

The CB:

1. Provides the client with the suitable format of scheme mark and CB logo in the certificate and for their marketing actions.
2. Complies with the requirements of this document when referring to the certification they offer to their clients.
3. Provides their clients specific guidelines to the questions they may have regarding the mark.
4. Notifies their clients when they spot a misuse of the mark or a misleading statement emerging from it, with the necessary effect in the certification.
5. Does not use the certification in a manner that causes the public to lose confidence in the certification.
6. In the event of withdrawal or suspension of certification, inform them to cease all advertising referring to certified status and use of the certification mark.

The organisation:

1. Uses only the mark corresponding to its certification and duly provided by the CB's certification department.
2. Complies with the requirements of this document when referring to its certification in communication materials.
3. Does not make or allow any misleading statements regarding its certification.
4. Does not use or allow the use of a certification document or part thereof in a misleading manner.
5. Modify all advertising when the scope of certification has been reduced.
6. Does not use certification implicitly, by suggesting or implying that a product is certified or that the media information is certified.
7. Communicates certification only within the limits of the certified scope.
8. Does not use its certification in a manner that discredits the CB and/or causes the public to lose confidence in the certification.
9. In the event of withdrawal or suspension of certification, cease all advertising referring to certified status and any use of the certification mark.

More information:
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